I. The Social Construction of Unreality: Controlling the Masses

A. U.S. early Twentieth Century

1. Second Civil War

2. Gilded Age

3. Urbanization

4. Immigration

B. Reactions of Powerful

1. Red Scare

2. Progressive Era: Reform

3. “democracy for the few” needs more subtle form of control

“The conscious and intelligent manipulation of organized habits and opinions of the masses are an indispensable feature of democratic society.”

a. social and political theory

b. public relations, marketing and advertising

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“The truth is not a thing to be discovered but a thing to be created through artful world choices and careful arrangement of appearances.”

C. Conclusion

1. public mind could be manipulated

1. manufacturing public mind is necessary to control the masses
2. means: mass media
   1. symbols of persuasion
   2. appeal to unconscious

D. Proof: WWI and U.S. Committee on Public Safety and the Social Construction of Reality

* 1. WWI: background
  2. U.S. Public Opinion

3. Propaganda: Goals

1. Fear

i. spies

ii. defeat: Heineapolis, Denverburg, Gulf of Hate

1. good vs evil

i. demonization

ii. “they kill and eat children”

iii. we will make the world safe for democracy

c. patriotism

1. CPI or Creel Commission
   1. Division of News

i. “Official War News”

ii. newspaper Official Bulletin

b. Division of Advertising

i. advertisements, billboards.

ii. graphic art: posters

c. Division of Films

1. power of film: Birth of a Nation

ii. Hollywood: Pershing’s Crusaders

d. Division of Four Minute Men

i. 75,000/ 150,000

ii. Four Minute Man Bulletin: “appeal to unconscious”

iii. Junior Four Minute Men, Colored Four Minute Men

iv. National School Service Bulletin

v. Why We Are Fighting, Unmasking German Propaganda

“Worlds greatest adventure in advertising.”

F. Walter Lippmann: Democratic Realism

1. Mass democracy

a. average individual

i. thought process: common fictions

ii. content: euphemisms, platitudes

iii. “bewildered herd”

b. governance

i. scientific elite

ii. “bureau of experts”

iii. make policy decisions

c. social control

“manufacture consent”

“understanding and controlling subjective life

of the public”

means: classical collective behavior

3. Edward Bernays: “Propaganda” “The Engineering of Consent”

a. Father of public relations

b. techniques

i. “events”

ii. “the third person”

c. new technologies

4. Who learned?

<https://www.youtube.com/watch?v=GHs2coAzLJ8>

5. Iraq War II